

# The Network Competition: 1978

continued

MARKET	PRIME TIME						EVENING NEWS						DAYTIME					
	ABC		CBS		NBC		ABC		CBS		NBC		ABC		CBS		NBC	
	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%	H	%
138. Quincy-Hannibal, Mo.			37	+6	33	+14			36	+6	24	+14			18	-5	10	-9
139. Albany, Ga.					56	+4					62	-6					33	-8
140. Boise, Idaho	25	-3	20	-	27	+18	14	+27	17	-6	22	-4	6	+50	11	+10	12	+9
141. Macon, Ga.			43	+14	22	+38			60	+2	4	33			38	+41	4	+33
142. Columbus-Tupelo, Miss.	27	-			42	+8	23	-			57	+42	7	-			19	+36
143. McAllen-Brownsville, Tex.	37	+9	26	-			19	-5	24	-4			9	+13	17	+6		
144. Fort Myers, Fla.	12	-20	31	+7	19	+12	2	-33	36	-10	28	+12	2	-32	15	-12	7	+40
145. Minot-Bismarck, N.D.			30	-	40	+15			11	-15	22	-			12	-8	19	-10
146. Bangor, Me.	19	-5	29	+16	22	+23	7	-	45	+2	26	+13	7	-	17	-19	11	+38
147. Odessa-Midland-Monahans, Tex.	25	-7	28	+12	22	+16	3	-50	25	+14	15	-17	7	+17	13	+18	9	+13
148. Chico-Redding, Calif.	28	-6	18	-10			18	+6	16	-27			7	-36	8	-11		
149. Utica, N.Y.	21	-19			31	+11	6	-14			47	+4	6	-14			22	-
150. Missoula-Butte, Mont.	30	+8			22	+5	17	-32			15	-17	8	+14			6	-14
151. Bakersfield, Calif.	32	-5	12	-	21	+5	5	-44	3	-25	27	-4	8	-20	4	-	13	+8
152. Reno	28	+8	16	+14	16	-6	17	+6	20	-5	12	-8	11	+38	5	-17	6	-14
153. Tallahassee, Fla.	14	+28	50	+14			2	-	69	+8			2	-	24	-8		
154. Abilene-Sweetwater, Tex.	22	-15			34	+3	13	-			26	-13	5	-29			20	+11
155. Medford, Ore.			35	+13	22	-			19	-17	22	+5			13	+44	7	-12
156. Dothan, Ala.	9	-10	35	+9			1	-	47	-8			3	-25	24	+14		
157. Tyler, Tex.	47	+3					32	-3					15	+25				
158. Florence, S.C.			39	+6					50	+22					29	-6		
159. Elmira, N.Y.	26				15		9	+29			19	-	7	+17			11	+83
160. Fort Smith, Ark.			14	+40	36	+13			7	+17	42	+5			8	+14	11	+10
161. Clarksburg-Weston, W. Va.	25	-7	29	+21			29	+21	26	+4			6	-	19	+27		
162. Alexandria, Minn.					46	-4					33	-6					28	+8
163. Watertown-Carthage, N.Y.			28	+8					38	-5					17	+21		
164. Idaho Falls-Pocatello, Idaho	14	+8	15	+16	17	+14	5	-	10	-	10	-33	6	+100	7	-	5	-
165. Laurel-Hattiesburg, Miss.					30	+20					48	+17					21	+5
166. Salisbury, Md.			27	+18					36	+20					15	+25		
167. Billings, Mont.	18	-5	19	+12			10	-23	14	-			6	-25	4	-33		
168. Rapid City, S.D.	13	-13			25	+9	7	+75			20	-17	2	-			11	-8
169. Alexandria, La.					34	+26					29	+16					25	+34
170. Anchorage	14	-18	10	+43	14	+75	8	-	10	+150	11	-	3	-25	4	+33	3	-
171. Meridian, Miss.			31	+15	3	-			32	+3	2	-			23	+35	1	-
172. Jonesboro, Ark.	34	-5					27	+12					14	-18				
173. Lake Charles, La.					29	+26					28	-7					20	+43
174. Ardmore-Ada, Okla.	15	-	25	+25			11	-	24	-14			6	-14	14	+17		
175. Great Falls, Mont.	18	-10			14	-	13	-	14	-	9	-	5	-17			8	+14
176. Cheyenne, Wyo.			22	+5					9	+50					9	-		
177. Marquette, Mich.			26	+13					34	-					13	+8		
178. Gainesville, Fla.	17	-					16	+6					5	-				
179. Panama City, Fla.	24	0			20	+5	16	-6			14	+27	8	+60			8	-
180. El Centro, Calif.									2	-	7	-			1	-50	3	-
181. Yuma, Ariz.			3	-25	11	+10												
182. Biloxi, Miss.	39	-9					15	+36					14	-				
183. Roswell, N.M.			10	-9					9	-					4	-33		
184. St. Joseph, Mo.	27	+13					15	-17					13	+44				
185. Eureka, Calif.	12	-	11	+22			8	-11	15	+15			4	-	3	-		
186. Casper-Riverton, Wyo.					19	+12					20	+11					6	-14
187. Palm Springs, Calif.	8	+14			8	+14					7	-					4	+100
188. Twin Falls, Idaho					14	-					11		2	+100			3	
189. Mankato, Minn.			18	-5					16	-11					14	+8		
190. Greenwood-Greenville, Miss.	33	-6					18	+12					17	+42				
191. Jackson, Tenn.	37	-					21	+40					17	+55				
192. Tuscaloosa, Ala.			8	+14					6	-					8	+50		
193. Grand Junction, Colo.			17	+13					13	-					7	+40		
194. Lima, Ohio					17	-					21	-9					8	-
195. Lafayette, Ind.			12	-14					13	+8					7	-		
196. Anniston, Ala.			12	+20					7	-					6	-		
197. Harrisonburg, Pa.	23	-4					22	-	NC	-			12	+20				
198. Bellingham, Wash.			16	+78											3	-25		
199. Bowling Green, Ky.	30						20	+35					11	-				
200. Parkersburg, W. Va.					7	-36					16	-					7	-12
201. Ottumwa, Iowa	26	-7					24	+14					10	+25				
202. Presque Isle, Me.			10	+12					13	+18					7	-		
203. San Angelo, Tex.			8	-11					8	-11					5	-29		
204. Zanesville, Ohio					12	+20					15	+17					7	+40
205. Laredo, Tex.			4	-	3	-25			1	-50	2	-			1	-	3	-
206. Selma, Ala.			6	-					3	-40					2	-50		
207. Farmington, N.M.					4	+34					2	-33					2	-
208. Flagstaff, Ariz.					8	+100					7	+40					3	-25
209. North Platte, Neb.					8	+15					7	+40					6	+20
210. Helena, Mont.					4	-					3	-25					1	-
211. Alpena, Mich.			6	+50					7	+75					2	+100		
212. Miles City-Glendive, Mont.			1	-	1	-			1	-	IFR	-			IFR	-	1	-